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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s):	Everett E. Schulze, Jr.		
Serial No.:	08/835,105	Patent No.:	6,233,564
Filed:	04/04/1997	Issue Date:	5/15/2001
Title:	Merchandising Using Consumer Information From Surveys		
Docket:	A63-003-01-US		

**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST**

AFG Enterprises USA, Inc. assignee of record of the entire interest of the above identified application, hereby:

**Revocation of Prior Powers**

revokes all powers of attorneys previously given; and

**New Power of Attorney**

appoints the practitioners associated with Customer No. 54,092 as our attorneys and/or agents to prosecute and transact all business in the Patent and Trademark Office connected therewith.

<b>Customer No: 54,092</b>	<b>Practitioner:</b>	Shawn B. Dempster North Oaks Patent Agency 45 Island Road North Oaks, MN 55127 Phone 612/850-1688 Fax 612/233-1317 E-mail: sdempster@noakspa.com
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**STATEMENT UNDER 37 CFR 3.73(b)**

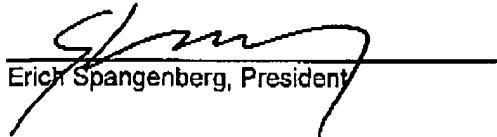
Orion IP, LLC states that it is the Assignee of Entire Interest in the patent application/patent identified above by virtue of a chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as shown below:

1. From Everett E. Schulze, Jr. to In-Store Media Systems, Inc.  
recorded in the U.S. Patent and Trademark Office at: Reel 8509, Frame 0096
2. From In-Store Media Systems, Inc. to AFG Enterprises USA, Inc.  
recorded in the U.S. Patent and Trademark Office at: Reel 016536, Frame 0321

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the Assignee.

AFG Enterprises USA, Inc.

Date: 19 Sept 05

  
Erich Spangenberg, President